AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

1   1.   (Currently Amended) A method of displaying a commercial message on a display

2   device of a computer during a user waiting time, the method comprising:

3   selecting the commercial message from a non-volatile memory; and

4   displaying the selected commercial message on the display device during the user

5   waiting time, wherein the user waiting time includes waiting time associated with ~~at least one of~~

6   the computer entering sleep mode~~, a virus scan, and a disk scan~~.

1   2.   (Original) The method as in claim 1, wherein the commercial message comprises

2   an advertisement message.

1   3.   (Original) The method as in claim 1, wherein the commercial message comprises

2   productivity enhancement tips for the computer.

1   4.   (Original) The method as in claim 1, wherein the step of selecting the

2   commercial message further comprises the steps of:

3   tracking Internet information associated with the computer; and

4   choosing the commercial message to download to the non-volatile memory from a

5   website based on the Internet information.

1   5. – 8. (Cancelled)

1   9.   (Original) The method as in claim 1, wherein the commercial message is

2   displayed for a duration according to a time weight assigned to the commercial message.

1   10.   (Currently Amended) The method as in claim 1, wherein <u>display of</u> the

2   commercial message is repeated according to a frequency weight assigned to the commercial

3   message.

4

1   11.   (Previously Presented) A computer system for displaying a commercial message,

2 comprising:

3   a display device;

4   a processor coupled to the display device; and

5   a memory coupled to the processor and containing code adapted to display the

6 commercial message on the display device during a user waiting time, wherein the user waiting

7 time includes waiting time associated with at least one of the computer system entering sleep

8 mode, a virus scan, and a disk scan,

9   wherein the memory is further adapted to store a frequency weight to determine

10 frequency of displaying the commercial message, the frequency weight having a value assigned

11 according to a revenue generating capacity of the commercial message.

1   12.   (Original) The computer system as in claim 11, wherein the memory comprises a

2 flash read-only memory (ROM).

1   13.   (Original) The computer system as in claim 11, wherein the memory comprises a

2 hard drive.

1   14.   (Original) The computer system as in claim 11, wherein the memory is updated

2 with the commercial message from the Internet when the computer is connected to a website.

1   15.   (Original) The computer system as in claim 11, wherein the code comprises

2 Basic Input/Output System (BIOS) code.

1   16.   (Original) The computer system as in claim 11, wherein the code comprises a

2 commercial messaging application.

1   17.   (Cancelled)

1   18.   (Original) The computer system as in claim 11, wherein deletion of the

2   commercial message in the memory is selectively enabled.

1   19.   (Original) The computer system as in claim 11, wherein display of the

2   commercial message is selectively disabled.

1   20.   (Original) The computer system as in claim 11, wherein the commercial message

2   is selectively saved for future display on the display device.

1   21.   (Original) The computer system as in claim 11, wherein the type of commercial

2   message is user selectable.

1   22. - 26. (Cancelled)

1   27.   (Previously Presented) The method of claim 1, further comprising:

2   tracking user preferences; and

3   downloading additional commercial messages to the non-volatile memory that are

4   tailored to the user's interests based on the tracked user preferences.

1   28.   (Previously Presented) The method of claim 1, further comprising:

2   determining whether the user is a premium user;

3   in response to determining that the user is a premium user, providing an option to

4   the user to disable display of the commercial message.

1   29.   (Previously Presented) The method of claim 1, further comprising providing a

2   password to enable secure updating of the non-volatile memory with a password.

1   30.   (Currently Amended) ~~The method of claim 10, further comprising~~ A method of

2 displaying a commercial message on a display device of a computer during a user waiting time,

3 the method comprising:

4   selecting the commercial message from a non-volatile memory;

5   displaying the selected commercial message on the display device during the user

6 waiting time, wherein the user waiting time includes waiting time associated with at least one of

7 the computer entering sleep mode, the computer waking from sleep mode, a virus scan, and a

8 disk scan,

9   wherein display of the commercial message is repeated according to a frequency

10 weight assigned to the commercial message; and

11   assigning the frequency weight to the commercial message based on a revenue

12 generating capacity of the commercial message.

1   31. – 33. (Cancelled)

1   34.   (Currently Amended) ~~The system of claim 33, further comprising~~ A system to

2 display commercial messages, comprising:

3   a display device;

4   a basic input/output system (BIOS) routine executable to display a first

5 commercial message on the display device during a boot-up period;

6   an operating system;

7   an application executable, after loading and execution of the operating system, to

8 display a second commercial message on the display device during a user wait period,

9   wherein the user wait period includes a wait period associated with at least one of

10 the system going into sleep mode, the system exiting sleep mode, a virus scan, a file download,

11 and a disk scan; and

12   a memory to store a frequency weight to determine frequency of display of the

13 second commercial message, the frequency weight having a value assigned according to a

14 revenue generating capacity of the second commercial message.